








CAMPAIGN GUIDE

JUNE 2022



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THE BRIEFING

INTRODUCTION

Our planet is in peril.

There's a growing danger that's harming the world.

The enemy lurks in our kitchens and in our organisations.

Wasted food represents a threat we must defeat. Intel suggests over one million tonnes of food is discarded by our industry every year, damaging the environment and wreaking havoc on our climate.

It's time for our industry to rise up and take a stand.

Guardians of Grub is here to galvanise the entire
Hospitality and Food Service industry.

The campaign aims to spur businesses into action and
reduce annual wasted food throughout our industry.

Success lies in your hands.

Will you step up to the plate?

INTRODUCING THE GUARDIANS OF GRUB

The campaign brings the Hospitality and Food Service (HaFS) sector together to face the growing threat that's harming our planet and our industry's profits.

We are individuals and businesses united in our desire to stop the alarming amount of food wasted every year. Help us to feed people not bins: whether you're an operator reducing food waste in your business, or an industry partner, trade body, association or consultancy with an interest in HaFS using your influence to drive momentum. Because wasting food feeds climate change.

The Guardians of Grub campaign helps us set targets to help achieve the global [UN Sustainable Development Goal 12.3 goal](#) of halving food waste by 2030. This also helps our organisations work towards their Net Zero or carbon reduction targets.

We are the carers, protectors and defenders. We are everyone, from the sous chef to the CEO. The nose to tail champion to the freezer hero. We are the Guardians of Grub.

We love food and hate waste.



YOUR MISSION

TAKING ACTION

Thank you for joining the Guardians of Grub. Your efforts are crucial in protecting food at all costs and cutback on waste.

One:

Spread the word to get others tackling food waste using the [Guardians of Grub resources](#).

We've created an arsenal of tools; our Campaign resources, to make it easy for you to encourage others to join the campaign, both within your organisation, and throughout the wider industry. These include action plans, images and copy you can use to introduce the campaign or to talk about it on social media.

Two:

Download and start using and sharing the practical tools and resources we've created which help people working in HaFS to measure, monitor and learn how to reduce food waste to save money and protect our planet from wasted food.

CAMPAIGN RESOURCES:

- Long and short copy (introducing the campaign)
- Staff briefing script
- Assets for easy comms/social media including
 - images, gifs, videos and copy
 - posters (editable)
 - digital banners
 - email signature
 - Call to arms video
- Guardians of Grub Cost Saving Calculator
- Step-by-step operator/influencer action plans
- Pledge
- Logo
- Ambassador, Champion, Guardian and Supporting Partner badges
- Business case presentation
- Case studies (for inspiration and useful stats for sharing)
- Wall of Fame
- FAQs

OPERATIONAL RESOURCES:

- Getting Started Guide
- Cost Saving Skills Course
- Becoming a Champion E-learning Course
- 6 Ways to Save Food Poster
- Bin Labels
- 7 Day Tracking Sheet
- Food Tracking Calculator
- People, Planet, Profit video series
- Case Studies
- Menu Planning Guide
- Videos

BEAT THE DRUM

Spread the word about the Guardians of Grub campaign far and wide. We've drafted two pieces of copy, one short and one long. The copy summarises the campaign and describes why it's so crucial to keep food out of the bin.

Use it on your website, in emails or newsletters to show your support of the campaign.



Download

SHORT COPY VERSION

Calling all Guardians of Grub

It takes an enormous amount of time, resources and energy to produce our food. And then our industry wastes over a million tonnes of it every year. When this waste goes to landfill it produces greenhouse gases, which in turn causes global temperatures to rise.

The 'Guardians of Grub' campaign from WRAP encourages the Hospitality and Food Service industry to come together and save our perfectly good food from the bin.

To find out how to protect profit, and for lots of tips, tools and free training on how you can cut food waste from your business, visit guardiansofgrub.com

LONG COPY VERSION

Calling all Guardians of Grub

It takes an enormous amount of time, resources and energy to produce our food. Each year, our industry throws away 1.1 million tonnes food that could have been eaten, costing businesses a staggering £3.2 billion.

This is a problem for the bottom line and the planet. The climate impact from producing food adds up in embodied carbon. For every kilogram of food costs you money and carbon. So any savings are a win-win.

The 'Guardians of Grub' campaign from WRAP encourages the Hospitality and Food Service industry to come together to rise up against wasted food. We are the carers, protectors and defenders. We're everyone, from the sous chef to the CEO. The nose to tail champion to the freezer hero. We are the Guardians of Grub. We love food and hate waste.

To find out how to save our food, and for lots of tips, tools and free training on how you can cut food waste from your business, visit guardiansofgrub.com

USE YOUR INFLUENCE

Spread the word about the Guardians of Grub far and wide and enlist as many people as you can to defeat food waste. Social media is one of the best ways to promote the campaign. We've drafted some social posts to help you.

Feel free to post them on your internal communications and social media channels.



Download



SOCIAL MEDIA COPY

General

Work in hospitality or foodservice? #FoodWaste is harming our planet. From using up surplus to providing doggy bags, we must come together and put a stop to it once and for all.

Join #GuardiansOfGrub. For tools and tips, visit guardiansofgrub.com @WRAP_UK

Kitchen porter

#KitchenPorters: You are the eyes and ears of the kitchen. You see what's wasted and why. Share what you know to keep good food from being wasted. For tools and tips and to join #GuardiansOfGrub, visit guardiansofgrub.com @WRAP_UK

Cook

#Chefs #Cooks: Keep food edible & delicious for as long as possible. Be master preservers & keep waste at bay. Seal it, store it right, label it & freeze it if you won't need it. For tools, tips & to join #GuardiansOfGrub visit guardiansofgrub.com @WRAP_UK

Head Chef

#HeadChefs: Use everything edible, waste nothing. Great creative with root to shoot & nose to tail cooking for delish, waste-busting dishes. Talk to suppliers about surpluses & keep on top of production & stock so nothing is wasted. Join #GuardiansOfGrub, guardiansofgrub.com

Buyer

#Buyers: Don't let food waste eat away at your profits. Keep track, take stock, crunch the numbers, be obsessed and save our food.



Rise up against food waste. Visit guardiansofgrub.com #GuardiansOfGrub @WRAP_UK

CEO

#CEOs: Food waste costs our industry £3.2 billion every single year, and damages our planet. We need to cut it out of our business & part of any HaFS businesses' Net Zero journey. Rise up against wasted. Visit guardiansofgrub.com #GuardiansOfGrub @WRAP_UK

Waiter

#Waiters: Carefully crafted food is too good to waste. Help people order to appetite with portion options, check which accompaniments they'll actually eat. Rise up against #FoodWaste. For tools & tips & to join #GuardiansOfGrub, visit <http://guardiansofgrub.com> @WRAP_UK

G Guardians of Grub

With food waste costing our industry £2.9 billion every single year, we need to cut it out of our business. Rise up against food waste. Visit guardiansofgrub.com

19 Jun 7:00pm

DIGITAL BANNERS AND EMAIL SIGNATURE

Use these digital MPU, skyscraper and leaderboard banners across your website.

We've created a range of designs so you can find the ones that work best for your organisation.

Use the email signature to let everyone know you support Guardians of Grub. Embed it in emails and incorporate the URL within the image to make it clickable. You'll find the instructions within the download file.

We also have a screensaver.

 [Download digital banners and screensaver](#)

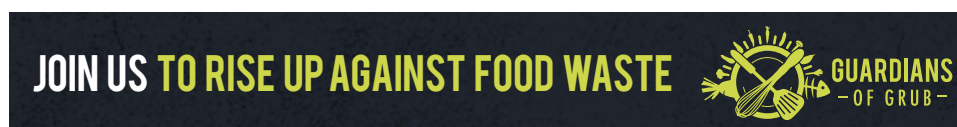
 [Download email signature](#)



TV screensaver available at 1024 x 768 and 1920 x 1080.



MPU 300 x 250. Static and animated versions.



Leaderboard 728 x 90. Static and animated versions.



Email signature 420 x 110

JOIN US
TO RISE
UP
AGAINST
FOOD
WASTE



Skyscraper 120 x 600 and 160 x 600. Static and animated versions.

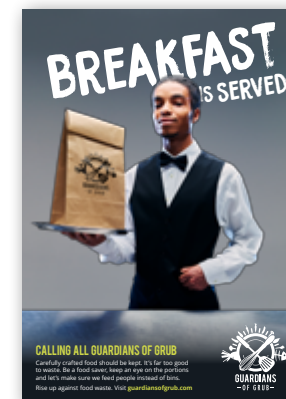
CAMPAIGN POSTERS

The following posters can be printed and displayed across your organisation. Place the posters where your staff will see them to remind them of what it means to be a Guardian of Grub, for example in kitchens, staff rooms and changing rooms.

We have a group shot for the main campaign poster.

And, to help you call out to specific members of your team, we have also included six portrait posters that bring to life the everyday heroes - the CEO, head chef, cook, procurement, porter and waiter - in a hospitality and food service business.

- ↓ Download main campaign poster: group shot
- ↓ Download portrait posters
- ↓ Download editable posters



FREE LEARNING

15 MINUTE COST SAVING SKILLS

- Inspires and develops staff skills to get cracking with tracking and reducing food waste in just 15 minutes.
- This is a great one for all staff and to share with your networks. [Start learning](#) in just a few clicks of a mouse.

BECOMING A CHAMPION

- Five levels with a [certificate](#) for each completed.
- Guides individuals and businesses through every stage of reducing wasted food across operations from kitchen to supply chain and menu design.
- Sign up to join the next cohort now: guardiansofgrub@wrap.org.uk

GUARDIANS OF GRUB

HOME CASE STUDIES RESOURCES SAVING CALCULATOR COST FREE COURSES WALL OF FAME FAQ

GOT A TASTE FOR SAVING?

Kick-start your journey to becoming a Guardian of Grub by finding out about the simple principles of 'Target, Measure, Act'. Explore the Guardians of Grub Free Cost Saving Skills course to gain the tools, knowledge and skills you need to take a stand against wasted food.

Enter your details below to enter the course.

NAME

EMAIL

SELECT INDUSTRY

LOCATION - UK

UK LOCAL AUTHORITY AREA

☐ I agree to the Terms and Conditions

By clicking "Submit" below we will use this information to send you updates via email and for evaluation purposes. Please also check your spam folder for the confirmation email we will send once you have signed the Pledge. You can change your mind at any time by clicking the unsubscribe link in the footer of any marketing email you receive from us or by contacting guardiansofgrub@wrap.org.uk. For more information about our privacy practices please visit the privacy policy on our website. By clicking the email link, you agree that we may process your information in accordance with these terms. We use Mailchimp as our marketing platform. By subscribing you acknowledge your information will be transferred to Mailchimp for processing. Learn more about Mailchimp's privacy policy [here](#).

BECOME A GUARDIAN

POSTERS TO DRIVE ACTION



6 WAYS TO SAVE FOOD

Fab for putting up in the kitchen, or for sharing in comms and social media.



Download 6 Ways to Save Food



7 DAY TRACKING SHEET

Stick this up in by each food waste bin in the kitchen so teams can easily and instantly log food waste, ready to input into the Food Tracking Calculator or the Wise Up On Waste tool. It's also a good tool to share in comms and social media.



Download 7 Day Tracking Sheet



BIN LABELS

Print off and stick on your bins to ensure everyone knows they're measuring plate waste, prep waste and spoilage..



Download Bin Labels

THE TEAM BRIEF

STAFF SCRIPT AND BUSINESS CASE PRESENTATION

We've developed a sample script to rouse your team into action to encourage them to reduce wasted food. Why not deliver it at your next staff meeting?

Plus, this editable [business case presentation](#) can help you demonstrate why we need to target urgent action. This should help convince your managers to stand up for food and help your business to be a Guardian of Grub.

 **Download Business Case Presentation**

The UK Hospitality and Food Service sector throws away over one million tonnes of food every year, damaging our planet. Every kilogram of food that ends up in the bin has a big environmental impact. Wasting food feeds climate change.

Guardians of Grub brings the Hospitality and Food Service industry together, so we can all play our part in keeping good food from being wasted, reducing costs and helping to achieve the [Global UN Sustainable Development Goal 12.3](#) goal of halving food waste by 2030.

Our business has pledged to join the movement to take action on reducing wasted food and that this is part of our journey to Net Zero.

From the porter to the CEO, we are all now Guardians of Grub.

Our mission is to defend and protect food and reduce wasted food in our work.

Whether it's spoilage, preparation or plate waste; we need you to be on the lookout for waste wherever it lurks.

Over the coming weeks and months, we will be making use of [advice, tips and tools](#) to reduce and record our waste. From menu design, clever storage, efficient buying or food redistribution, there are lots of things we can do to help the movement.

From the head to tail champion to the freezer hero, our industry is fighting back, to make sure food stays food.

We are the Guardians of Grub.

CALL TO ARMS

Video content

Videos are a good way of drumming up support, getting people excited and spurring our industry into action. The following video tells the story of the Guardians of Grub, who we are and what our mission is – to fight for food. You can email the video to your team, share it on social media channels or you can even present it during all-staff-meetings.



Download



INSPIRATION IN ACTION

VIDEOS AND CASE STUDIES

People, Planet, Profit episodes

In-depth and full of practical advice from industry leaders. Full webinars available for:

[Skills for the Future](#)

[Serving Net Zero](#)

[Plate Waste](#)

[Case studies](#) Real-life examples of the savings and benefits of measuring and reducing food waste.



[Menu planning guide](#)

A guide to smart menu planning to save money, food and satisfy customers.

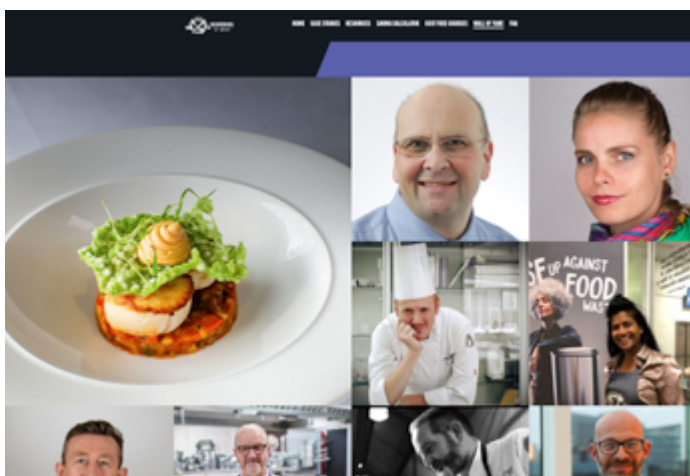


Download



ON THE FRONTLINE

INSPIRATION FROM GUARDIANS OF GRUB IN ACTION



[Our Wall of Fame](#) showcases some of our most passionate Guardians of Grub Champions and Ambassadors.



[Get inspiration from these videos](#) of Guardians sharing their skills, tips and expertise. From how to create sustainable menus, to using the tools to measure your wasted food. Perfect to share on your social channels or with your teams.

INCLUDING:

[Cafe Rouge 1](#) - 2.30 min video

[Cafe Rouge 2](#) - 50 sec video

[Adam Handling 1](#) - 2.30 min video

[Adam Handling 2](#) - 50 sec video

GUARDIANS OF GRUB COST SAVING CALCULATOR

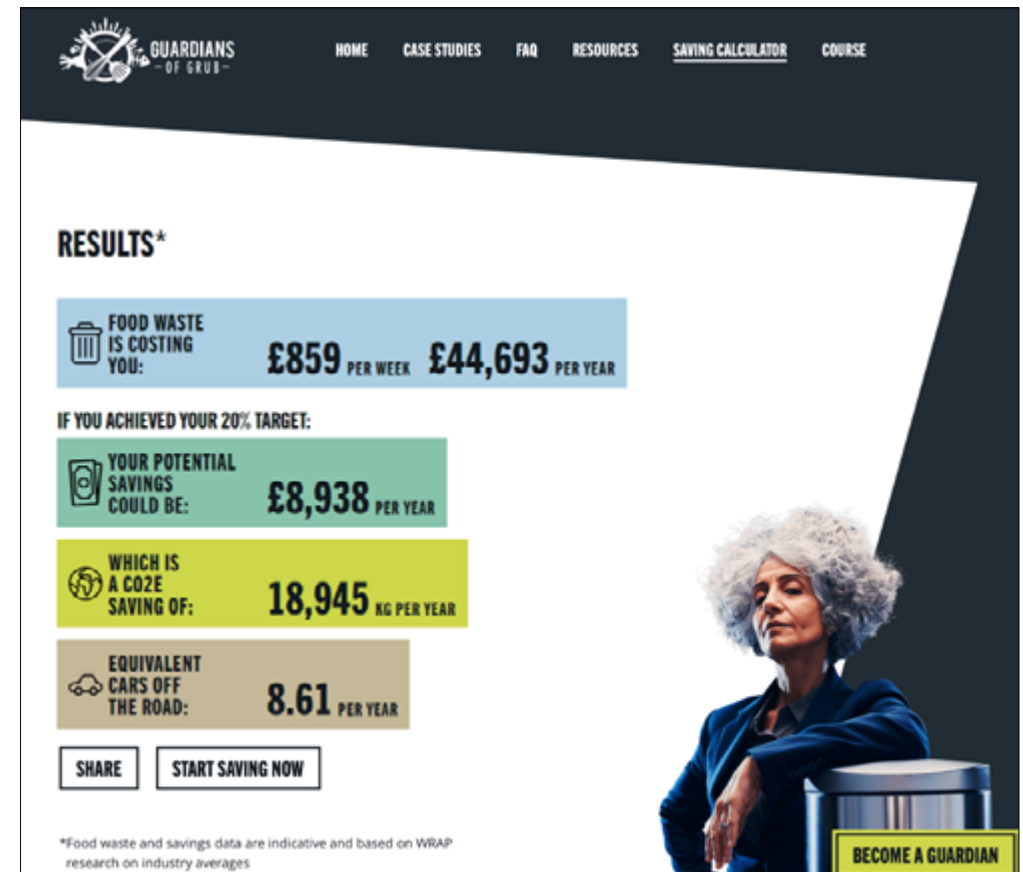
SEE WHAT YOU COULD SAVE

Just input actual or estimated cover numbers to see how much money and carbon equivalent can be saved in four clicks of a mouse!

If you're an operator, use it to get an idea of what your business could save.

If you're an influencer, share it with your networks to inspire them to see how much cost and carbon they can save by keeping good food from being wasted.

 [TRY IT NOW](#)



HOW TO GET INVOLVED

STEP-BY-STEP OPERATOR/INFLUENCER ACTION PLANS

These action plans show how our operator and influencer partners can support the Guardians of Grub campaign in a two page to do list, linking to the key actions and resources available.

OPERATOR BUSINESS PARTNER PLAN

JOIN US TO RISE UP AGAINST FOOD WASTE

How to get involved in Guardians of Grub Operator Partners

Help us to feed people not bins; whether you're an individual, independent business, single site or larger operator working to serve food in Hospitality and Food Service (HaFS). By acting together, we can create momentum to make measuring and reducing wasted food everyday practice in the sector. This will support United Nations Sustainable Development Goal 12.3; to halve food waste by 2030. In the UK this means 1 over 1m tonnes of food thrown away by the sector every year; 75% of that could have been eaten.

The **Guardians of Grub** campaign provides a food saving framework to help individuals and businesses operating in the sector to gain traction to reduce wasted food; protecting profit and reducing food-related impact.

We've worked closely with the industry to create operational **tools** with the wider campaign providing the (and the promotional **assets**) to help you get your teams and networks on board and excited to get involved and take action.

This checklist sets out how our sector operator partners can support the **Guardians of Grub** campaign through different channels to make a vital difference to reducing wasted food.

Personality	<input type="checkbox"/> Proudly pledge to become a Guardian of Grub to keep working to keep good food from being wasted <input type="checkbox"/> Complete the 15 minute Cost Saving Skills Course or Becoming a Champion course to get the on why saving food is great for profit and planet, and how to do it <input type="checkbox"/> Proactively use and share the Guardians of Grub tools, resources and news, as well as your own saving ideas with your colleagues and more widely, including via social media, flagging #GuardiansOfGrub and www.guardiansofgrub.com
Within your organisation	<input type="checkbox"/> Recruit marketing, comms, senior management and other key people in your organisation to ongoing promotion and support of Guardians of Grub <input type="checkbox"/> Create a calendar of Guardians of Grub events and comms to ensure ongoing activity throughout the year, including during key campaign events like Food Waste Action Week every March <input type="checkbox"/> Recruit colleagues to do the free, online 15 minute Cost Saving Skills Course or the more detailed Becoming a Champion course <input type="checkbox"/> Commit to measuring your food waste, either for a short audit period or on an ongoing basis, site or many. Use the Guardians of Grub Food Tracking Calculator or your own tracking system to submit data in confidence to guardiansofgrub@wrap.org.uk <input type="checkbox"/> Share details of the campaign and how you're getting involved with all staff members - this can help - and link to www.guardiansofgrub.com
Web	<input type="checkbox"/> Feature your support of Guardians of Grub on your website including the logo and www.guardiansofgrub.com <input type="checkbox"/> Explain the campaign and why your HaFS business is signing up and committing to measuring and reducing food waste - this copy , case studies and quotes from our Wall of Fame can help <input type="checkbox"/> Commit to regular Guardians of Grub content and food waste achievement updates - WRAP is able to supply guest blogs email guardiansofgrub@wrap.org.uk

INFLUENCER / SPECIALIST PARTNER PLAN

JOIN US TO RISE UP AGAINST FOOD WASTE

How to get involved in Guardians of Grub: Industry Partners

Help us to feed people not bins; individuals, industry partners, trade bodies, associations and consultancies with an interest in the Hospitality and Food Service (HaFS). By acting together, we can create the momentum to make measuring and reducing wasted food everyday practice in the sector. This will support the United Nations Sustainable Development Goal 12.3; to halve food waste by 2030. In the UK this means tackling over 1m tonnes of food thrown away by the sector every year; 75% of that could have been eaten.

The **Guardians of Grub** campaign provides a food saving framework to help individuals and businesses operating in the sector to gain traction to reduce wasted food; protecting profit and reducing food-related GHG impact.

We've worked closely with the industry to create operational **tools** with the wider campaign providing the hook (and the promotional **assets**) to help you get your teams and networks on board and excited to get involved and take action.

This checklist sets out how our hospitality and foodservice operator partners can support the **Guardians of Grub** campaign through different channels to make a vital difference to reducing wasted food.

Internally	<input type="checkbox"/> Recruit marketing, comms, senior management and other key people in your organisation to support and endorse ongoing promotion and support of the Guardians of Grub campaign <input type="checkbox"/> Create a calendar of Guardians of Grub events and comms to ensure ongoing activity throughout the year, and during key campaign events like Food Waste Action Week every March <input type="checkbox"/> Join our new Partnership badge scheme to become an official Ambassador
Web	<input type="checkbox"/> Feature your support of Guardians of Grub on your website including the logo and www.guardiansofgrub.com <input type="checkbox"/> Explain the campaign and why your members/networks should get involved - this copy , case studies and quotes from our Wall of Fame can help <input type="checkbox"/> Commit to regular Guardians of Grub content - WRAP may be able to supply guest blogs contact guardiansofgrub@wrap.org.uk
Comms and social media	<input type="checkbox"/> Proactively create content (posts/article/blog/case studies etc.) about your food saving efforts and successes and the Guardians of Grub campaign through your social media and other channels, such as Instagram, Twitter, LinkedIn, TikTok (including FoodTok), Snapchat and email marketing, tagging #GuardiansOfGrub, @WRAP_UK and www.guardiansofgrub.com . Some social post ideas and imagery to support this can be found here <input type="checkbox"/> Plan social media campaigns for events such as Food Waste Action Week every March to highlight what members did or are planning during campaigns <input type="checkbox"/> Commit to featuring regular Guardians of Grub news, events and updates in newsletters and other comms channels, tagging #GuardiansOfGrub, @WRAP_UK and www.guardiansofgrub.com . Highlight what you did or are planning during campaigns, such as Food Waste Action Week every March, as well as the success of your/network's food saving activities, and your/third plans for the future
Virtual events	<input type="checkbox"/> Feature Guardians of Grub and food waste at member and external events, and feature the Business Case presentation , video and logo <input type="checkbox"/> Include representation from Guardians of Grub supporters or the WRAP engagement team in panels, speaker line ups and presentations

BECOME A GUARDIAN OF GRUB

[Sign the pledge](#) and join the ranks of Guardians of Grub from across the Hospitality and Food Service sector.

Next, read our [Partnership roles](#) to determine the type of Guardian you are going to be - Guardian, Champion, Ambassador or Supporting Partner.

Let us know what you're up to and, if appropriate, we can add you to our [Wall of Fame](#).



THE NEWSLETTER

Sign up to the Guardians of Grub Newsletter on the [website](#) and keep up to date with what other partners are getting up to and be the first to find out about events and webinars related to the campaign.



Dear Guardian of Grub

Introducing the U.K.'s first ever - "drumroll" - Food Waste Action Week!

From March 1st, the Hospitality and Food Service sector will be joining the nation to do something about wasted food. It's not just one of the leading causes of climate change. The whopping **£3.2 billion** we chuck in the bin every year is eating into our profits too.

And you can take part with minimum fuss thanks to our range of pre-prepared [activity plans](#). You could start by trying some of the [free tools](#) on our website designed by industry experts to help protect your profits and the planet.

From the [Guardians of Grub Cost Saving Calculator](#) which will show you how much money you could save by reducing wasted food in under a minute.

To the [Cost Saving Skills Course](#) where you can learn the principles of "Target, Measure, Act" in just 15 minutes.

There's also a [free webinar](#) on **Thursday 4th March** designed to help businesses like yours minimise wasted food coming out of lockdown. Register below to join [UKHospitality's](#) CEO Kate Nicholls along with [WRAP](#), [Winnow](#), [Too Good To Go](#) and the [Sustainable Restaurant Association](#) for the interactive business panel.

[Register your interest here](#)

And as if that wasn't enough – there are a ton of Guardians of Grub visual assets – from web banners to videos – to get your customers excited too.

So, what are you waiting for?

It's time for to make a stand. Defend your profits and protect the planet. Get involved with Food Waste Action Week by taking one of our online courses or signing the pledge at [guardiansofgrub.com](#)



FAQS

What is the purpose of this campaign?

The [Guardians of Grub](#) campaign supports Hospitality and Food Service businesses to reduce the alarming amount of food wasted every single year.

Where does the advice in the campaign come from?

The campaign has been developed by WRAP, which has years of experience in helping food businesses to reduce the amount of food thrown away. The campaign includes contributions from FoodSave London, Manchester Met University and Love Food Hate Waste New South Wales.

How do I get my team more involved in taking action?

Having a Guardians of Grub Champion to take the lead within your business really helps. There are some tips on what to do in the Guardians of Grub [checklist](#). Seeing really is believing, so often using transparent containers or sacks to see where the waste is coming from can be an eye opener. Talk through the results shown on the [calculator](#), so that everyone can get involved about how to make a difference within your business.

THANK YOU FOR TAKING A STAND

Thank you for being part of the [Guardians of Grub](#) collective. By joining forces and working together, there is no limit to the things we can achieve.

**Share how your business is feeding people,
not bins using #GuardiansOfGrub**

To find out more about the campaign,
visit guardiansofgrub.com

